

Media Information  
29 September 2025

## **Season start for FC Bayern Basketball: The jump ball for BMW Munich and DEIN MÜNCHEN's 'Minds for Tomorrow' project.**

+++ BMW Munich and DEIN MÜNCHEN initiate long-term charitable project +++ 'Dunks for Tomorrow' enters its third year: 1,000 euros for every dunk at an FC Bayern Basketball home game +++ Defending champion defeats Science City Jena 93-77 at BMW Park +++

**Munich.** The German basketball champions enjoyed a successful start to the new season. At the national league opener, fans at BMW Park celebrated a 93-77 FC Bayern Basketball victory over newly promoted Science City Jena. For the third year of the partnership between BMW Munich and FC Bayern Basketball, dunks count twice at home games: once for the result and once for charity, the BMW initiative 'Dunks for Tomorrow'. The 1,000 euros per home game dunk scored by the Bayern basketballers, with which BMW Munich supports the charitable organisation DEIN MÜNCHEN, will be going towards the new project 'Minds for Tomorrow' as of this season. Young people are key for the future but youths from difficult backgrounds are lacking contacts, opportunities and spaces in which they can develop a positive perspective. Which is where 'Minds for Tomorrow' steps in.

The name being inspired by 'Dunks for Tomorrow' highlights the close ties with BMW Munich's social commitment. "We're delighted to be providing DEIN MÜNCHEN with long-term support through the 'Dunks for Tomorrow' initiative and in doing so to be facilitating a totally new programme within the organisation," said Bernd Döpke, Head of BMW Munich. "In the successful collaboration with DEIN MÜNCHEN and FC Bayern Basketball, we are taking the next step to make a difference in our home city of Munich in the long term and to create future opportunities for young people who come from challenging environments. This also promotes team spirit and contributes to a vibrant and strong city community."

Mara Bertling, founder and managing director of DEIN MÜNCHEN, adds: "In this project we are arousing curiosity, fuelling courage

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Page 2

through positive role models, boosting self-confidence, and opening up prospects. This enables young people to identify their own strengths and develop an approach with which they can play an active role in shaping their future and our community. My thanks go to BMW Munich. The long-term commitment secures the funding of 'Minds for Tomorrow' and we – like FC Bayern Basketball – can enter the new season today with big ambitions We want to reach up to 4,000 young people with the programme."

The 'Minds for Tomorrow' project is divided into three phases. In the first step, around 40 young people will be trained as multipliers and motivators. They will acquire skills in areas such as project management and communications, as well as creativity and strategy development. In the second phase, these 40 young people, who act as an authentic voice for their peer group, will hold more than 30 creative initiatives like workshops, flash mobs, art campaigns, and sporting events at schools, youth centres and in public spaces. Up to 4,000 youths shall be reached under the slogan 'Boss Your Own Future'. The final project module will be an urban, public event at which the young people will present the projects and ideas they have developed to showcase their potential and prove that they can play an active role in shaping society when they are empowered to do so. 'Minds for Tomorrow' teaches young people from disadvantaged backgrounds that it is worth them taking control of their own future and working to shape it positively. The BMW Group will support all three project phases and even provide employees as mentors.

If you have any questions, please contact:

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Page 3

**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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